



City of Cambridge NEWS RELEASE

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Cambridge Businesses Invited To Go Green *City of Cambridge Looking For Businesses To Join ENERGY STAR Program* **GOAL: Reduce Greenhouse Gas Emissions by 20%**

Cambridge, MA, March 22, 2005 – The City officially kicked off its ENERGY STAR® recruitment campaign today, targeting businesses to join Cambridge in becoming energy smart, while helping to reduce the greenhouse gas emissions that cause global warming. Partnering with ENERGY STAR and local businesses, this City of Cambridge program addresses the local contribution to climate change and is the first of its kind in the Commonwealth.

The City's goal is to reduce local greenhouse gas emissions by 20% below 1990 levels by 2010. Cambridge is one of 152 communities in the U.S. and 21 in Massachusetts that participate in Cities for Climate Protection, a worldwide network of local governments working to reduce the greenhouse gas emissions that are causing global climate change. With only 5% of the world's population, the U.S. emits about a quarter of the world's greenhouse gases, making it the world's largest single source of emissions.

The largest contributor to global warming in Cambridge is energy consumption from businesses, institutions, and government. "Nearly two thirds of the greenhouse gas emissions in Cambridge are from electricity, natural gas, and fuel oil used in commercial and industrial buildings. By working with businesses to become more energy efficient, we can reduce the greenhouse gases generated in the City and make our community more resilient to rising energy costs," Cambridge Mayor Michael Sullivan said. "The City's goal of reducing emission rates is achievable if businesses and institutions join us in this endeavor," he stressed.

This week many Cambridge businesses will be receiving a letter from the City and business leaders - the Mayor, City Manager, and the Chamber of Commerce - inviting them to join in the City's efforts. Cambridge is encouraging local businesses to join the national ENERGY STAR program – a free, voluntary program run by the U.S. Environmental Protection Agency (EPA). By joining, organizations make a commitment to continuously improve the energy efficiency of their facilities.

ENERGY STAR provides resources to help businesses reduce their overall energy use, which results in lower utility bills. The City has hired an energy consultant to provide additional energy management assistance to participating organizations. The local utility, NSTAR, offers financial incentives that can help with efficiency upgrades.

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“We feel this is a win-win situation for local businesses,” said Robert Healy, Cambridge City Manager. “By working with us, local businesses receive free technical support, can learn how to reduce their energy use and lower their utility bills, contribute to a cleaner environment, and take a stand against global warming. They will save money and help build a cleaner world,” said Healy.

Cambridge is practicing what it preaches. The City of Cambridge itself joined ENERGY STAR to improve the energy performance of its own facilities. The City has conducted energy audits and is working on upgrades to lighting, heating, and cooling equipment at several facilities. Cambridge completed its first green building project in 2004, a major renovation of City Hall Annex that is designed to reduce energy consumption of the building by almost 50% compared to a conventionally constructed building.

There are model businesses of all sizes in Cambridge that have already joined ENERGY STAR and are receiving substantial dollar savings. Cambridge Savings Bank and Hines, which manages the Riverfront Office Park in Cambridge have received national awards from the EPA for their exceptional energy performance. Other Cambridge ENERGY STAR partners include Gravestar, Camper Dresser & McKee, *The Harvard Crimson*, and the Kennedy School of Government. *(Note to news media: contacts and energy and dollar savings statistics available for media inquiries.)*

To join in the citywide effort, local businesses are encouraged to call John Bolduc, Environmental Planner, at 617-349-4628.

Energy Star Graphic Available upon request

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Cambridge ENERGY STAR® Success Stories

- Since beginning its energy program **Cambridge Savings Bank** has reduced energy use by over 20% and saved over \$60,000 in energy bills - even while adding three more branches during this time period. Cambridge Savings Bank received ENERGY STAR labels for seven bank branches in 2004, and was named an ENERGY STAR Leader for demonstrating improvements in energy performance throughout all buildings.
- The **Riverfront Office Park at One Main Street**, managed by Hines, was awarded an ENERGY STAR label in 2003 and is currently seeking recertification. The building saved approximately \$240,000 in annual energy costs by installing many energy saving measures, including lighting retrofits, increased roof insulation, high efficiency pumps and motors, and variable frequency drives. Hines is well known for energy management throughout the country, and has received ENERGY STAR Excellence in Energy Management Awards from the EPA for the last four years.
- **Gravestar**, the local developer and owner of **the Porter Square Shopping Plaza**, is an ENERGY STAR partner, and is also active in green building. Gravestar installed 20 kilowatts of solar photovoltaic panels on the Porter Square Shopping Plaza, and 6 kilowatts on the Greenworks building at **160 Second Street** making both locations more environmentally friendly. This energy savings is the equivalent of 147 cars not being driven for a year or 558 acres of forest preserved from deforestation or 1,582 barrels of oil.

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Additional information and interviews with facilities and/or executive staff can be arranged by contacting the following:

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